

**TO:** Steve Piskor

**DATE:** August 7, 1992

**FROM:** Karen Eisen, Natalie Ellis

**SUBJECT: Qualitative Research on Promotional Programs**

As promised, attached are directions for the remaining stops on our research tour.

**Pittsburgh**

**Monday August 17**

**Tuesday August 18**

Campos Market Research  
216 Blvd. of the Allies  
Pittsburgh, PA 15222  
(412) 471-8484

4:00 P.M. Males 21-24  
Marlboro Red smokers  
6:00 P.M. Males 25-34  
Marlboro Red Smokers

4:00 P.M. Females 21-30  
Marlboro Lights smokers  
6:00 P.M. Males 21-24  
Marlboro Light smokers

**Cincinnati**

**Monday August 24**

**Tuesday August 25**

Assistance in Marketing  
11890 Montgomery Road  
Cincinnati, OH 45249  
(513) 683-6600

4:00 P.M. Males 21-24  
Marlboro Red smokers  
6:00 P.M. Males 21-30  
Camel FF/Light smokers

4:00 P.M. Males 25-34  
Marlboro Red smokers  
6:00 P.M. Males 25-34  
Marlboro Light smokers

**Los Angeles**

**Wednesday September 2**

**Thursday September 3**

Plaza Research  
6053 W. Century Blvd.  
Los Angeles, CA 90045  
(310) 645-1700

4:00 P.M. Males 21-24  
Marlboro Red smokers  
6:00 P.M. Females 21-30  
Marlboro Light smokers  
8:00 P.M. Males 21-30  
Camel FF/Light smoker

4:00 P.M. Males 21-24  
Marlboro Lights smokers  
6:00 P.M. Males 21-30  
Camel FF/Light smoker  
8:00 P.M. Males 25-34  
Marlboro Lights smokers

cc: A. Marrullier  
D. Beran  
N. Lund  
A. Macrae  
E. Merlo  
M. Salzman  
J. Taylor  
C. Taylor-Hines (Y&R)

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